

India Wellness Tourism - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The India Wellness Tourism Market size is estimated at USD 19.43 billion in 2024, and is expected to reach USD 26.55 billion by 2029, growing at a CAGR of 6.45% during the forecast period (2024-2029).

COVID-19 had a severe impact on the Wellness Tourism Market in India. The tourist inflow decreased drastically due to the pandemic-related restriction. The wellness tourism expenditure decreased by more than 40% for the period. India slipped to the 12th position in the world's top 20 most preferred wellness destinations.

India is the most popular tourist destination in South Asia, rapidly expanding. Experts have predicted a 110% growth in medical tourism in India. Medical tourism is expected to grow to over USD 13 Billion in 2023. Before the pandemic, India was the fastest-growing market for wellness tourism. Traditional Ayurvedic resorts, destination spas, and wellness retreats are among the expanding number of hotels/resorts in India that offer a complete package of treatments, experiences, and travel. Various places like Kerala and Uttarakhand are being developed as unique places for wellness tourism. Kerala is considered an authentic and place-based wellness tourism center for Ayurveda. Similarly, Uttarakhand is renowned for its Yoga Study Center in Rishikesh, featured in Tripadvisor's Top 10 wellness destinations. However, India's growing wellness tourism market also has challenges, such as a shortage of skilled staff for spas and other wellness services and a lack of staff training to meet international standards.

Wellness Tourism in India Market Trends

The Tourism Expenditure in India is Growing

Indian Government is increasing its spending on the tourism sector with all types of new regulations and subsidies to help attract

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

more tourists. As a result of this, domestic visitor spending across India is increasing. The domestic visitor spending across India in 2021 amounted to about 151 billion U.S. dollars. This was a significant increase compared to the 2020 year. The international expenditure in India for 2020 was more than USD 6 Billion. The increased expenditure in the sector is expected to boost wellness tourism in India.

Wellness Tourism Due To Domestic Tourist is Helping the Sector Grow

Wellness Tourism is expanding as a segment in India, and this growth is reflected in India's domestic and international tourism India's receipts. Wellness tourism has been one of the drivers of the growth of India's tourism sector, as many of India's products include meditation, yoga, and Ayurveda retreats. In India's wellness sector, traditional medicine contributes the largest share, followed by the personal care & beauty, nutrition, and wellness tourism sector.

Wellness Tourism in India Industry Overview

With the growing market, a large number of players are entering the market. Various large companies are entering the market as Holistic Wellness Resort to provide various services such as spiritual well-being and self-improvement, traditional healing methods, luxury spa packages, and healthy food and beverage options, ultimately providing an overall wellness experience for the mind and body. While small and medium-scale enterprises are providing specific wellness programs such as meditation, yoga, and Ayurveda retreats. The major players in the market include Carnoustie Ayurveda and Wellness Resort, Niraamaya Wellness Retreat, Aatmantan Wellness Center, Mekosha Ayurvedic Retreat, and Ananda in the Himalayas.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Porter's Five Forces Analysis
 - 4.4.1 Threat of New Entrants
 - 4.4.2 Bargaining Power of Buyers/Consumers
 - 4.4.3 Bargaining Power of Suppliers
 - 4.4.4 Threat of Substitute Products
 - 4.4.5 Intensity of Competitive Rivalry
- 4.5 Insight on Various Government Regulations in the Market
- 4.6 Insights on Technological Innovations in the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.7 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

5.1 By Service Type

5.1.1 Transport

5.1.2 Lodging

5.1.3 Food & Beverage

5.1.4 Shopping

5.1.5 Activities and Excursions

5.2 By Location

5.2.1 Domestic Wellness Tourism

5.2.2 International Wellness Tourism

5.3 By Travelers Type

5.3.1 Primary Wellness Travel

5.3.2 Secondary Wellness Travel

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration Overview

6.2 Company Profiles

6.2.1 Carnoustie Ayurveda and Wellness Resort

6.2.2 Niraamaya Wellness Retreat

6.2.3 Atmantan Wellness Center

6.2.4 Mekosha Ayurvedic Retreat

6.2.5 Ananda in Himalayas

6.2.6 Vana Retreat

6.2.7 Somatheeram Ayurvedic Health Resort

6.2.8 Kairali Ayurvedic Healing Village

6.2.9 Nirvana Naturopathy and Retreat

6.2.10 Soukya Holistic Health Center*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

India Wellness Tourism - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

